

# The Farmer Segmentation Tool

## *Understanding the diversity of coffee farmers*

### Introduction

IITA Uganda and partners under the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) (<https://ccafs.cgiar.org>) is promoting increased smallholder coffee farmer adoption of Climate Smart Agriculture (CSA) practices in Uganda.

Initial IITA research on coffee in Uganda began in 2006 and has spread across 30-districts, with 58 field trials, and 178 demonstration plots established and more than 4,000 participating farmers. IITA supports the Uganda Government relevant agricultural and coffee research policies, working closely with the Uganda Coffee Development Authority (UCDA) and the National Coffee Research Institute (NaCORI). Working with private sector impact partners such as Olam, Kawacom, Great Lakes Coffee, and Hanns R. Neumann Stiftung, IITA research activities include: land-use mapping; farmer segmentation surveys, and the development of climate smart investment pathways to increase smallholder coffee farmer adoption of good agricultural and climate smart practices. IITA has published almost 30-scientific articles on coffee.

### Why farmer segmentation

Agricultural extension to farmers in Uganda assumes similar needs and aspirations. Research reveals there are in-fact many variances between farmers. The farmer segmentation tool enables the researcher or implementer to identify different clusters of farmers with similar characteristics. By better understanding specific farmer characteristics, more effective extension service delivery models can be targeted.

### Description of the Approach

The farmer segmentation approach was developed by the IITA research team in collaboration with partners. The approach combines quantitative and qualitative aspects to understanding the diversity of farmers within a community. On-farm resources are identified as well as a farmers' level of entrepreneurship and willingness to invest in their priority crop. The farmer segmentation process identifies differences in farmers' ability to invest in Good Agricultural Practices (GAPS) and Climate Smart Agriculture (CSA). Being able to consider the farmers capacity and willingness to implement certain practices informs the design of more manageable sets and sequences of practices.

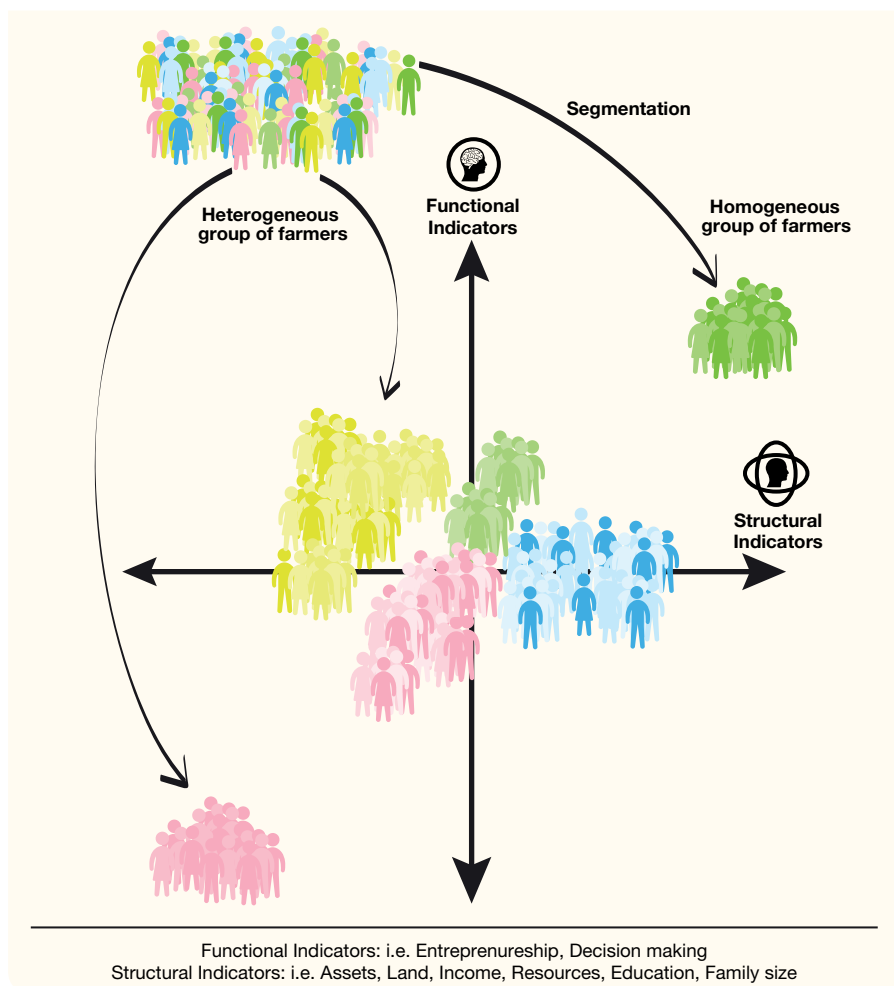


## Farmer Segmentation Methodology

A mix of quantitative and qualitative data collection methods are used: focus group discussions (FGD) are used to collect qualitative data, and questionnaires are used to collect quantitative data. Through FGDs structural indicators (such as land or labour) along with functional indicators (such as motivation and training) are identified and prioritized by the farmers. Further discussion exposes sub-categories of the indicators which in turn informs the identification of specific farmer groups within the community. Finally, short structured questionnaires are administered to the original farmer group to capture quantitative data validating the FGD findings.

## Benefits of the approach

- Informs the design of contextually specific and targeted extension support to small-holder farmers
- Identifies specific farmer groups with a desired characteristic
- Increases smallholder farmer adoption of GAPS and CSA



“The knowledge that IITA provided about Farmer Segmentation - understanding that not all our farmers have the same resources, same ambitions, and therefore the same opportunities ... has changed our philosophy and we have now introduced the same in cocoa in West Africa and coffee in Laos in Burundi”

PIET VAN ASTEN  
Vice President Olam

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